

November 11, 2002

News Channel 10 Po Box 10 Amarillo Tx 79105

Gentlemen,

As coordinator of the Autoplex Automotive LP United Way campaign, I'd like to personally thank you for donating the dinner certificates to Marty's and Scratch Cookin' for our annual raffel to benefit the United Way. With local community support like yours, this year's campaign was a tremendous success. We appreciate your help.

Thank you.

Sincerely,

Christy Kimbrough Administrative Assistant

clk



Mike Lee News Channel 10, KFDA PO Box 10 Amarillo, Texas 79105-0010

Dear Mr. Lee:

I want to sincerely thank you for your kind donation to support our <u>Pathways to Hope Luncheon</u>. Your sponsoring support of \$1,000.00 in TV promotion will greatly help our cause to raise money and awareness of our services in the community. The purpose of this fundraiser is to recognize October as Family Violence Awareness Month. Family Support Services is committed to our motto: <u>Strengthening Today's Families</u>. We offer many valuable services for individuals, families, and children in the Amarillo area including: Center City Child Care, Counseling, Rape Crisis/Domestic Violence Services, and Education and Prevention.

Without the generosity of businesses, individuals, and organizations such as yours, many of our services would not be possible. We are anticipating a wonderfully successful event, and we hope that you and your guests from KFDA will enjoy the dynamic speakers and festivities involved with the luncheon. Again, Mr. Lee, thank you for your efforts in helping us combat Domestic Violence.

Short gon bue bler -

Sincerely.

Roy Bowen

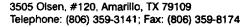
**Executive Director** 

Family Support Services

Cc: Sharla Sisemore, Chair, Pathways to Hope Luncheon









October 2, 2002

Mike Lee KFDA NewsChannel 10 P.O. Box 10 Amarillo, TX 79105

Dear Mike,

Even though its been a few weeks since Telethon 2002, everyday something happens to remind me what a wonderful experience it was working with the staff of KFDA. John Harris and Kari King are terrific emcees, and are so sincerely sympathetic to MDA's mission that audience members across the NewsChannel 10 viewing area were moved to make more pledges this year than ever before.

Every KFDA staff member working on the Telethon that weekend went above and beyond the call of duty. Not only were they extremely professional and did a superb job, they endeavored to accommodate the needs of our MDA staff in every way they could. Most importantly though, they went out of their way to welcome and make feel comfortable MDA's sponsors, volunteers, and especially our clients. I've heard many compliments regarding KFDA's staff from those that participated in this yearsTelethon.

I would also like to take this opportunity to commend Tim Cato. Tim makes the whole process of producing the Telethon look simple. But it is very evident that it looks simple only because of his knowledge, experience, and attention to detail. That is one of the reasons why the MDA Telethon in Amarillo went so smoothly and looked so well orchestrated.

Working with the KFDA staff throughout the year is truly rewarding and a great pleasure. I look forward to our continuing relationship, and the work we will do in the future together.

In closing, saying thank you is not only appropriate but not quite enough. So I'd also like to say, Bravo! and a job well done!

Sincerely.

Cary McDaniel

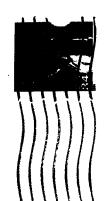
**District Director** 

CLM/las

**Muscular Dystrophy Association** 

JERRY LEWIS, National Chairman

Dedicated to the eradication of the muscular dystrophies, amyotrophic lateral sclerosis (Lou Gehrig's disease), myasthenia gravis, the spinal muscular atrophies, Friedreich's ataxia and a host of other neuromuscular diseases. www.mdausa.org

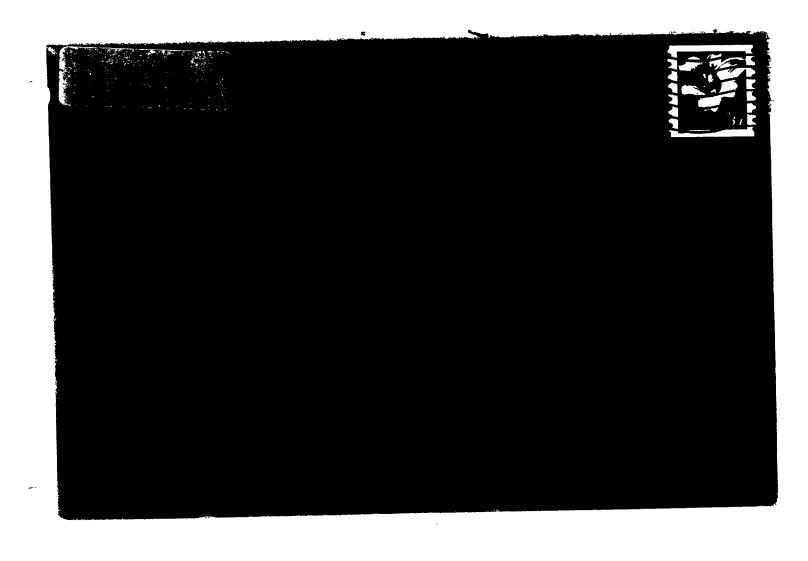




Best Wishes for a happy holiday season and a happy New Year.

Mike: Thank you for your fine Setter. I sent it and my comment I the Parents Television Eveniel, I water a let of Channel 10 and appreciate your courtery and comments, yours for a cleaner america Charles Hillier

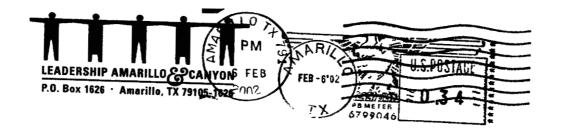
my best to Doppler Dave. I've



... to someone very special.

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Mile Zee KFDA NewsChamel 10 P.O. Box 10 Amaillo 1x 1005

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2-6-02

Wear Hihe,

Just a quich note of thanks for KADA'S recent of Headership Armaillo to Camon. The Courage of the adult was an January 17th was quest! Also, we appreciate the TSAs. It's an exciting time for LAC - o'll continue to their you posted on eventhing! IJ- Finity

Bax

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staff do such a gust job. W'n

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Christman musical at Untral

Mark you for toping our

"Rejoice in the Lord always: and again I say, Rejoice."

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PHILIPPIANS 4:4 KIV

Headings

Thank you for participating
The the Locus Group at
KACV-TY studio and
especially for your Concern
for Jews. But Regards
James Newson-Thank



February 19, 2002

Mike Lee General Manager KFDA Television P.O. Box 10 Amarillo, TX 79105-0010

Dear Mike:

Thank you for the excellent presentation which you gave to my Survey of Electronic Media class last Thursday. As usual, your comments were most interesting and enlightening.

I appreciate you taking time out of what I know is a busy schedule to come visit with my students. Your talk has become one of the highlights of this class. I have received very favorable feedback from my students concerning your visit.

We are thankful for the excellent relationship which exists between our Radio-TV department and KFDA-TV. Thank you for fostering that cooperative relationship.

Please let me know if I can ever be of assistance to you and KFDA. Thanks again, Mike.

1. V

Paul Matney

**Division Chairman** 

Language, Communication and Fine Arts

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The mission of the American Heart Association is to reduce disability and death from cardiovascular diseases and stroke.



Fighting Heart Disease and Stroke

Panhandle Region 6605 I-40 West, Building A-6

Amarillo, Texas 79106 Tel 806 457 0090 Fax 806 457 0099

e-mail: debbie.wright@heart.org www.americanheart.org

March 20, 2002

Ms. Joyce Austin News Channel 10/Telemundo P.O. Box 10 Amarillo, TX 79105

Dear Ms. Austin,

Thank you for your generous donation of the Richard Petty Driving Voucher valued at \$300.00 for Stayin' Alive Heartball to benefit the American Heart Association. The Ball is scheduled for April 12, 2002 and the Auction is a crucial part of this fundraising event. We appreciate your support in helping the Panhandle Region raise funds to prevent death and disability due to cardiovascular disease.

Stayin' Alive Heartball is the largest fundraising event the American Heart Association, Amarillo/Canyon Division, conducts each year. Approximately 1000 people attend this event. We have seen steady growth in attendance and dollars raised, thanks to the strong support from people in our community like you. Last year, the Ball raised over \$139,000 to be used in the fight against heart disease and stroke.

This letter serves as your receipt for IRS purpose. You have received no goods or services in return for your donation. Our Federal Tax ID number is: 13 56 13797.

Thank you again, for choosing to be part of our lifesaving mission.

Sincerely,

Traci Berner

HEARTBALL 2002

Auction Chairperson

Amarillo/Canyon Division

Cc: Volunteer Contact - Marsha Hughes



## COVENANT OF JOY

April 3, 2002

Mrs. Adrienne Sanchez News Channel 10 P.O. Box 10 Amarillo, TX 79105

Dear Adrienne,

Just a short note to thank you for helping to promote "The Story of Jesus Christ" presented in Southwest Park on March 21 to 24. Your interview of me on your morning show helped us get approximately 6,500 people to drive through the park and have the greatest story ever told "come alive" before their eyes.

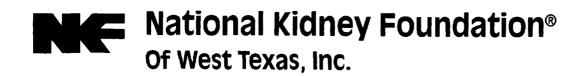
Adrienne, I was truly impressed with your professionalism and just know you have great things in your future career. I will continue to pray that God grants you every Blessing possible. Again, Thanks!

In Christian Love.

Rev. Jerry A. Young

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3rd Annual NCAA "March Madness" Basketball Party

2002 Co-Chairman

Don Handley Norm Saunders

Committee

Dusty Lovell Carol Wilson Debbie Stewart Gordon Conley David Moore

2002 Sponsors

**Final Four Sponsors** 

Cingular Wireless
PNB Financial
Conley Insurance Agency
Xcel Energy
MRD Investments
Amarillo Grain Exchange
Stewart Title Company

**3-Point Sponsors** 

Flowers Direct
Norm & Karen Saunders
Madison's Convenience and
Liquor Store
Bone Center
M&R Liquor
David and Jane Roberts

**Slam Dunk Sponsors** 

Tom and Dusty Lovell
Ron and Kay Edmondson
Marty and Chyrel Schultz
W.C. and Dixie Mosley
Joe Goodwin
Larry Swafford
William Scott
Doug Barron
Homes Advantage.Com
George Lowenstern

April 8, 2002

News Channel 10 Walt Howard PO Box 10 Amarillo, TX 79105

Dear Walt:

On behalf of the National Kidney Foundation of West Texas (NKFWT), I would like to express our appreciation to you for your support of The Third Annual NCAA "March Madness" Basketball Party. We increased our attendance and income from last year's event and we appreciate your generosity in making it such a success. The commercial was wonderful, Thank You so much for helping us out. Sorry that you were not here on Monday to participate. We appreciate you and News Channel 10 so much.

The NKF of West Texas, a non-profit organization (tax ID# 75-2460183), is dedicated to preventing kidney and urinary tract diseases, improving the health and well-being of individuals and families affected by these diseases, and increasing the availability of all organs for transplantation. It conducts programs in patient services, as well as programs in research, professional education, community services, and organ donation. The work of the NKF is funded entirely by public donation.

Again, the NKFWT is most appreciative of you and your support of this event. If you are interested in serving on the committee for next year's event, or volunteering in other projects of the NKFWT, please feel free to call me.

Sincerely,

Chyrel Schultz

Amarillo District Coordinator

The mission of the American Heart Association is to reduce disability death from cardiovascular diseases and stroke.



Fighting Heart Disease and Stroke

#### Panhandle Region

6605 I-40 West, Building A-6
Amarillo, Texas 79106
Tel 806 457 0090
Fax 806 457 0099
e-mail: debbie.wright@heart.org
www.americanheart.org

March 11, 2002

Mr. Mike Lee NewsChannel 10 - Telemundo P.O. Box 10 Amarillo, TX 79105

Dear Mr. Lee,

Thank you so much for your generous sponsorship of Stayin' Alive Heartball to benefit the American Heart Association. We appreciate your continued support in helping us raise vital funds to prevent death and disability due to cardiovascular disease.

The Stayin' Alive Heartball is scheduled for April 12, 2002 at the Rex Baxter Building. As a Flower Power Sponsor you will receive:

One guest table for eight of reserved seating with name cards

▼ Special recognition in the Stayin' Alive Heartball invitation, program, press releases, and related media promotions

Fair Market Value is equal to \$35 per quest ticket received

Your sponsorship will be listed as <u>NewsChannel 10 - Telemundo</u> in the 2002 program, promotions, and publications. If this is incorrect please contact our office at 457-0090 as soon as possible with the correct listing.

Once again, we appreciate your continued support in the fight against heart disease.

Sincerely,

Anita Reed/Carmen Roper Sponsorship Co-Chairs



April 25, 2002

Mr. Mike Lee NewsChannel 10 - Telemundo P.O. Box 10 Amarillo, TX 79105

Dear Mr. Lee,

Congratulations, you have been an instrumental part of the success of the Stayin' Alive Heartball. We know each of you enjoyed all of the festivities and on behalf of the HeartBall Committee, we would like to thank you for making it all possible.

As we look to 2003 and trying to do it all again, we hope you will help us grow by giving us your suggestions. We value our sponsors and their continued support. Please take a moment to give us your comments and ideas on how we can continue to involve you as a part of our event.

We are enclosing a copy of the program and various news articles for your file. In addition to these articles, all of the local television and radio stations graciously donated airtime to promote the Heartball and you - our generous supporters!

Thank you again for your support,

Stayin' Alive Heartball Committee 2002 & the American Heart Association Staff

The American Heart Association is dedicated to reducing disability and death from cardiovascular diseases and stroke by 25% by the year 2010.



Pablo Ibanez P.O. Box !0 Amarillo, Tx. 79105

May 7, 2002

State Farm Insurance Company P.O. Box 8200 3615 SW 45th Amarillo, TX 79114-8200 (806) 354-3600 (800) 789-2571

Mr. Ibanez,

On behalf of State Farm Insurance Companies, I would like to thank you for the opportunity to participate in the festivities for the "Cinco de Mayo" celebration. I apologize for not being able to attend, but I did have other commitments for that weekend. I hope all went well. The representatives from our company indicated that it was fun and enjoyed themselves, especially interacting with the children.

State Farm Insurance Companies does participate in many activities for our community. Just a few examples include the Evelyn Rivers Foundation, raising money for MS and The Susan Komen Race for the Cure, which is to raise money and awareness for breast cancer. Many of our employees are also active participants of the Amarillo Independent School District's HOST program. In the HOST program, volunteers work on a weekly basis with individual students who are behind in basic reading and math skills.

We are looking for ways to promote ethnic diversity and celebrate the different cultures that make up the communities of the Texas Panhandle. Please no not hesitate to contact me or my co-worker, Brian Wilson, if there are other special events or activities in which we can be of assistance. Thank you again for your cooperation and I look forward to working with you in the future.

Sincerely,

Joe Cepeda 806-354-3612

Tepeda

### Dear Millie Bingham

On behalf of The Coalition of Health Services, I would like to THANK YOU for helping and advertising with Community Awarness Day., Because of poeple like you Community Awarness Day was a Big Success, again Thank You and hope you can be with us next year.

Sincerely,

Stephanie Ward

Director of Development/Education Coalition of Health Services, Inc

NEC. 40.02



May 9, 2002

Mike Lee KFDA TV PO Box 10 Amarillo TX 79105-0010

Dear Mr. Lee.

On behalf of the Amarillo Postal Service, I want to thank you and your staff for the cooperation and support given to us in the recent mailbox attacks. I witnessed unparalleled professionalism in the face of very difficult and trying times when information and events were constantly changing. I so very much appreciate the understanding and patience displayed by your staff and their genuine concern for the safety and well being of all citizens and employees of the Postal Service.

In the midst of the uncertainty, I was reminded of a quote by William Matthews that says, "The crown of all faculties is common sense. It is not enough to do the right thing, it must be done at the right time and place. Talent knows what to do; tact knows when and how to do it." Your staff certainly handled this delicate situation with outstanding talent and diplomacy.

Indeed, united we stand against all enemies, foreign and domestic, in the protection of our precious freedom. Once again, thank you for your invaluable contribution to the Amarillo community and our nation in helping to end senseless acts of violence and preserving the peace we all so deeply enjoy.

Richard J. Saxton Officer In Charge

2301 Ross St. AMARILLO, TX 79120-9998 [806] 468-1611 FAX: [806] 468-2106

#### Mike Lee

From:

To:

"Kari King" <kari@newschannel10.com>
"Mike Lee" <mikelee@newschannel10.com>

Sent:

Monday, May 13, 2002 5:34 PM

Subject: e-mail for public file

#### Dear Katherine,

Thanks-you so much for your kind words and for all of your hard work. I'm so glad that this project turned out so well. I look forward to working with you on other community service projects in the future. Again, thanks so much for choosing us to work with you on the Cinco de Mayo Celebration.

Kari King News Director NewsChannel 10 Amarillo, Tx

---- Original Message -----

From: "CRM 2665" < <u>CRM2665@bn.com</u>>
To: "'Kari King'" < <u>kari@newschannel10.com</u>>

Sent: Friday, May 10, 2002 3:26 PM

Subject: RE: Hi there

- > Kari, you have the best people there. I can't tell you how many compliments
- > I have received about Pablo and how he put together such a wonderful event.
- > The policeman ran out of badges in 15 minutes, the kids were extatic over
- > the State Farm Good Neigh"bear" (who gave out 150 coloring books), Spanish
- > story times were a big hit especially when everyone got a Clifford book in
- > Spanish, but most people talked about the Musicians and Dancers. WHAT
- > TALENT! There must have been a few hungry people there, too. I put out over
- > 500 taquitos, 100 tamales, 150 cookies, and 300 drinks. Pablo was truely a
- > miracle worker. Walt made the PSA look so great, too. We were proud.
- > Yes, it is so very tragic about the storms. I have heard many positive
- > remarks on your coverage. I wanted to also tell you that people who speak > only Spanish, like having the Spanish text on the bottom of the screen when
- > a new weather announcement is made. I think you all are the only ones who
- > do. Makes me wonder if the two who lost their lives were unaware of the
- > impending danger due to a communication error. They only spoke Spanish.
- > In other news, the 4 agreements book discussion is Monday, the 20th at 7.

KFDA Channel 10/ Telemundo 7900 Broadway & Cherry Amarillo, Texas 79108

Dear Mr. Gonzalez,

I would like to take this opportunity to sincerely thank you and your business for the donations that have contributed to the LULAC Scholarship Fund. Because of your significant contribution I have received a scholarship that will allow me to continue my education.

Since I was a child my parents have never failed to impress upon me the importance of college. Their difficult experiences have been enough to prompt me to excel in everything I attempt. It is my belief that in being given the opportunity to attend college without the added stress of financial worries, I will be able to attain my goals of majoring in both music and biology.

I am honestly looking forward to the college experience and I hope that you fully understand the feelings of gratitude that I have towards your company and the LULAC Foundation. Without your overwhelming support I would not be attending the college of my choice with nearly as much enthusiasm as I have now.

I hope I have given you a small idea of how truly thankful I am for your contribution to my future, and I hope that what you have done for me does not go unnoticed by those that could possibly contribute to *your* future.

Sincerely,

Anndrea Avila Senior 2002

Smobela Ovels

## The Advertising Council Inc.

Peggy Conlon President & CEO

May 28, 2002

The Honorable Mac Thornberry (R-Tex., 13th) United States House of Representatives 131 Cannon House Office Building Washington, DC 20515

Dear Representative Thornberry:

The Advertising Council, the nation's largest provider of public service advertisements (PSAs), is pleased to inform you of the impressive support our PSAs have received from KFDA in Amarillo, TX.

In 2001, this television station donated a total of 419 spots of valuable airtime towards Ad Council PSAs. This contribution enabled the Ad Council to communicate public service messages that help improve society and save lives.

The Ad Council's relationship with the media is a long and powerful one. Since our founding in 1942 by President Franklin Roosevelt, the Ad Council has successfully utilized the pro bono resources of the media and advertising industries to promote PSAs such as "Friends Don't Let Friends Drive Drunk," and "A Mind Is A Terrible Thing To Waste." These messages, as well as others ranging from protecting the environment to education and drug prevention are communicated to the American people through approximately \$1.6 billion in donated media time each year.

Following the tragedy of September 11, the Ad Council found itself back on its wartime footing and immediately assumed the responsibility to create PSAs to help the country heal and remain strong. It is because of the generosity of the media, and stations like KFDA, that the Ad Council has been able to communicate theses critical messages to the public, including the "I am an American" PSA, which celebrates this country's extraordinary diversity.

Marking its 60<sup>th</sup> anniversary of developing PSAs for generations of Americans, the Ad Council continues to use the power and the generosity of the media to create positive and lasting social change in America. Please join us in commending KFDA for using its spectrum to improve the lives of people in their community.

Sincerely,

cc: Mike Lee, KFDA, VP/General Manager



## The Advertising Council Inc.

Peggy Conton
President & CEO

May 28, 2002

Mike Lee VP/General Manager KFDA PO Box 10 Amarillo, TX 79105-0010

Dear Mr Lee:

For decades, broadcasters like KFDA have been supporting the important work of hundreds of non-profit and government organizations through The Advertising Council. However, too often there is not enough recognition of the remarkable contribution you make to your community. We would like to do our part to shed some light on your generosity.

Enclosed please find a copy of a letter we have forwarded to your congressional representative highlighting your public service contributions in support of Ad Council campaigns in calendar year 2001. This data is obtained from Nielsen's SIGMA reports.

Because of you and your colleagues in the media, over 300,000 deserving students graduated from college through the "A Mind Is A Terrible Thing To Waste" campaign, and countless lives have been saved through campaigns such as "Friends Don't Let Friends Drive Drunk," "Buckle Up. Always." and many more. Whether the PSA is encouraging people to take an active role in crime prevention or to get screened for colon cancer, your support of our messages is making a difference.

Following the tragedy of September 11, your contribution enabled the Ad Council to communicate critical messages to the American people to help the country heal and remain strong. From our earliest PSAs about mental health, tolerance, and highlighting this county's extraordinary diversity with "I am an American," to our continuing efforts to motivate people to get involved in their communities, your support has been vital.

For 60 years, the Ad Council's mission has been to use the power of the media to change attitudes and behaviors in order to create positive social change. We have enjoyed a close partnership with you and could not have communicated our important, often life-saving, messages to the American people without your unrelenting support.

Thank you for doing your part to make this country a stronger and safer place.

Sincerely,



# AMARILLO GLOBE-NEWS

Southwestern Newspapers Company, L.P.

GARET VON NETZER PUBLISHER

May 23, 2002

Mike Lee KFDA News Channel 10 Box 10 Amarillo, TX 79105

Dear Mike:

I just wanted to touch base with you briefly regarding the Buy At Home campaign.

First, thank you for participating in such a positive manner and helping our market area cope with the aftermath of Sept. 11<sup>th</sup> events which so severely jarred our confidence as a nation.

We all know that when confidence suffers, buying decisions are affected. When buying decisions are affected, advertising expenditures usually suffer, and they have. Advertising Age, in its current issue, notes that U.S. advertising expenditures in 2001 experienced the worst one-year decline since 1938.

I have been very proud to be a part of the Amarillo media group which came together in a very positive and non-self-serving manner for the last several months.

I believe our Buy At Home campaign has had an extremely positive impact on this region. It certainly demonstrated the power of the media to affect consumer thinking and issues. It certainly made a positive impression on the business community in Amarillo and surrounding towns.

As I understand it, the last of six TV spots – produced by NBC 4 -- currently is running and will reach the end of its schedule soon.

Secondly, I would recommend now that we wind down this campaign and move on to other things. I almost feel like to continue might actually remind people more of Sept. 11 than we'd like, particularly since most folks are doing a good job of putting that event behind them.

Thank you again for participating in this unique program. It has been gratifying to see all of us who compete for advertising dollars and news unite on behalf of a higher cause. In effect, this campaign provided us a unique way of serving our market and gave us something that we could do.

And we did a very good job of executing the campaign.

Singerely,

Saret von Netzer

**Publisher** 

AMARILLO GLOBE-NEWS

900 S. Harrison St. • P.O. Box 2091 • Amarillo, Texas 79166 • Phone (806) 345-3279



Mile Lee P.O. Box 10 News Channel 10 Amarillo, T

Dear Hille,

Just a quick crote to

say thank you to supporting

some upcoming avent featurity

wallace Jefferson. We appreciate

'this'

As usual, KTDA has

been more than accomplating,

and a true pleasure to o

work with. Sincerely,

Emily Kleine

Dear Mike,
On behalf of the Region 16 Migrant/
Bilingual 1854 Program, thank you
for highlighting the Binational Deacher
Exchange Program on Channel 10 and
Delemendo. This iprogram provides
Delemendo of this iprogram provides
such rich opportunities for Students
such rich opportunities for Students
and educators on both sides of our
and educators on both sides of our
Southern border. Hopefully through
Southern border. Hopefully through
the efforts of Lightle Tuna and your
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to even more stillents in the Leras
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Susansnhevad



June 21, 2002

Mike Lee News Channel 10 7900 Broadway Amarillo, Texas 79108

Dear Mr. Lee:

I am writing on behalf of our Board of Directors as well as our staff and volunteers to express our appreciation for the sponsoring support of media coverage for the upcoming Western Wireless 8th Annual "Original" Harley Party. Your generosity is greatly appreciated, and we are grateful to get the opportunity to work with Millie Bingham and Marsha Hughes this year. The support from our friends at News Channel 10 for this year's event gives our Board and staff encouragement for this special event, which helps strengthen the lives of today's families in the Panhandle.

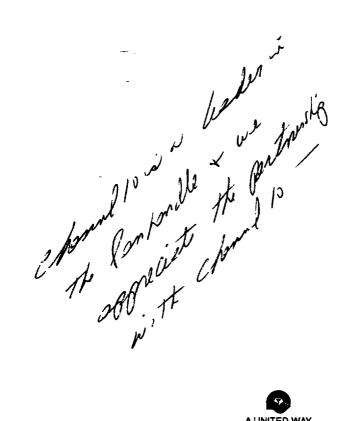
If you have not recently had the opportunity to tour our facilities, please know that I would be delighted to provide such a tour based upon your schedule. We at Family Support Services are thrilled about the sponsorship partnership with your business for the Harley Party and look forward to seeing you at this year's event on Polk Street. If I, or any of the staff at Family Support Services can be of assistance to you or any of your staff in any way, please call us at any time.

Sincerely,

Rov Bowen

**Executive Director** 

Cc Earlene Steffensmeier, FSS Board President









Dear Mike,

I wish to express my appreciation for all the hard work you and your staff put into the raffle at the Hora Social at the Dilla Villa on June 6. Thanks to you we were able to increase the scholarship fund by \$189, allowing us to begin preparations to invest in an endowment with the Amarillo College Foundation.

When I say "us", I refer to you, KFDA, Telemundo and all who gave of their time and effort to make this event a milestone for CACHA!

Again, GRACIAS!

Sincerely,

Marie Maestas, Executive Director